

IN THE CLAIMS

The following listing will replace all prior versions and listings of claims in the application.

1-32. Cancelled

33. (Previously Presented) A method of processing a promotion, the method comprising:

offering, by a sales system of a first party, items online for sale at a sales price amount;

providing a browsable catalog for searching the items;

receiving an online purchase request from a buyer for at least one item;

associating a promotion with the item to be purchased, the promotion having a promotion amount;

responding, by the sales system, to the online purchase request by collecting from the buyer a purchase amount corresponding to the sales price amount less the promotion amount; and

facilitating payment, by a promotion system, of a reimbursement amount corresponding to the promotion amount to the first party.